

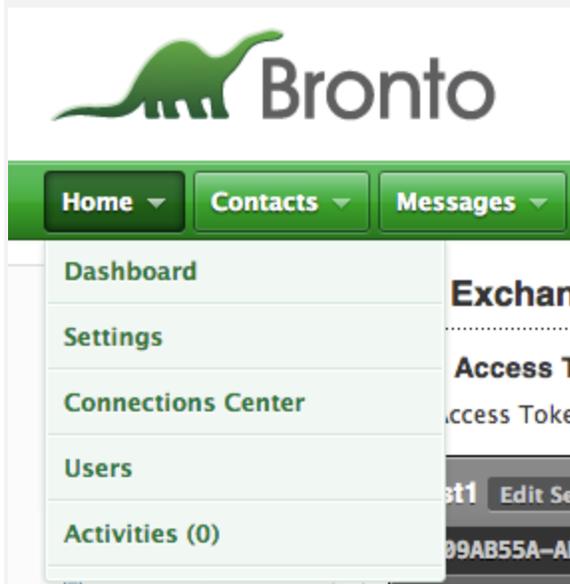
Prerequisites

- have an account with Bronto
- have an admin account with AgilOne

First-time configuration

Step 1: Generate a new API Key in Bronto

Connect to your Bronto account at app.bronto.com.
Click on **Home** and choose **Settings**.



Click on **Data Exchange** on the left, then choose **Add Access Token** on the right.

- Personal
- General
- Bronto Labs
- Security
- Network Access
- Contact Info
- Formatting
- Branding
- Social Networks
- Email Replies
- Data Exchange**

Data Exchange

API Access Tokens

API Access Tokens allow you to manage API access to your account. You can grant basic permissions (read, write, and send), as well as

test1	Edit Settings	Delete	✓ Active
C09AB55A-ADA2-439D-AC05-93E5A2D618B4			
Access Type: Read, Write, Send			

Last Logged In:
01/24/2014 09:24 PM

Direct Add

You can add contacts by including this HTML snippet on your website. Replace "example@example.com" with the email of the contact. Add 20 lists by adding additional parameters to The Direct Add URL. The Direct Add URL below will automatically update to reflect any of t

- Enable Direct Add for adding new contacts
- Create Tracking Cookie

For **API Token Name**, choose an unequivocal name (we strongly suggest **AgilOne**).

Create API Token

Name & Token

API Token Name

A descriptive name for the application that will use this token.

Unique Identifier:

B874524B-DB4C-42FE-8D5A-7926DC3EBE6B

Permissions & Settings

Read

Allow this integration to read data from your account.

Write

Allow this integration to write data and objects (such as fields, segments, contacts, etc.) to your account.

Send

Allow this integration to schedule and send emails from this account.

Token is active?

Cancel

Save

Make sure the 4 checkboxes (Read/Write/Send/Active) are checked. Click on **Save**.

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Data Exchange

✓ API Token has been created.

API Access Tokens

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test1 Edit Settings Delete

✓ Active

Last Logged
01/24/2014

C09AB55A-ADA2-439D-AC05-93E5A2D618B4

Access Type: Read, Write, Send

AgilOne Edit Settings Delete

✓ Active

Last Logged
01/24/2014

B874524B-DB4C-42FE-8D5A-7926DC3E8E6B

Access Type: Read, Write, Send

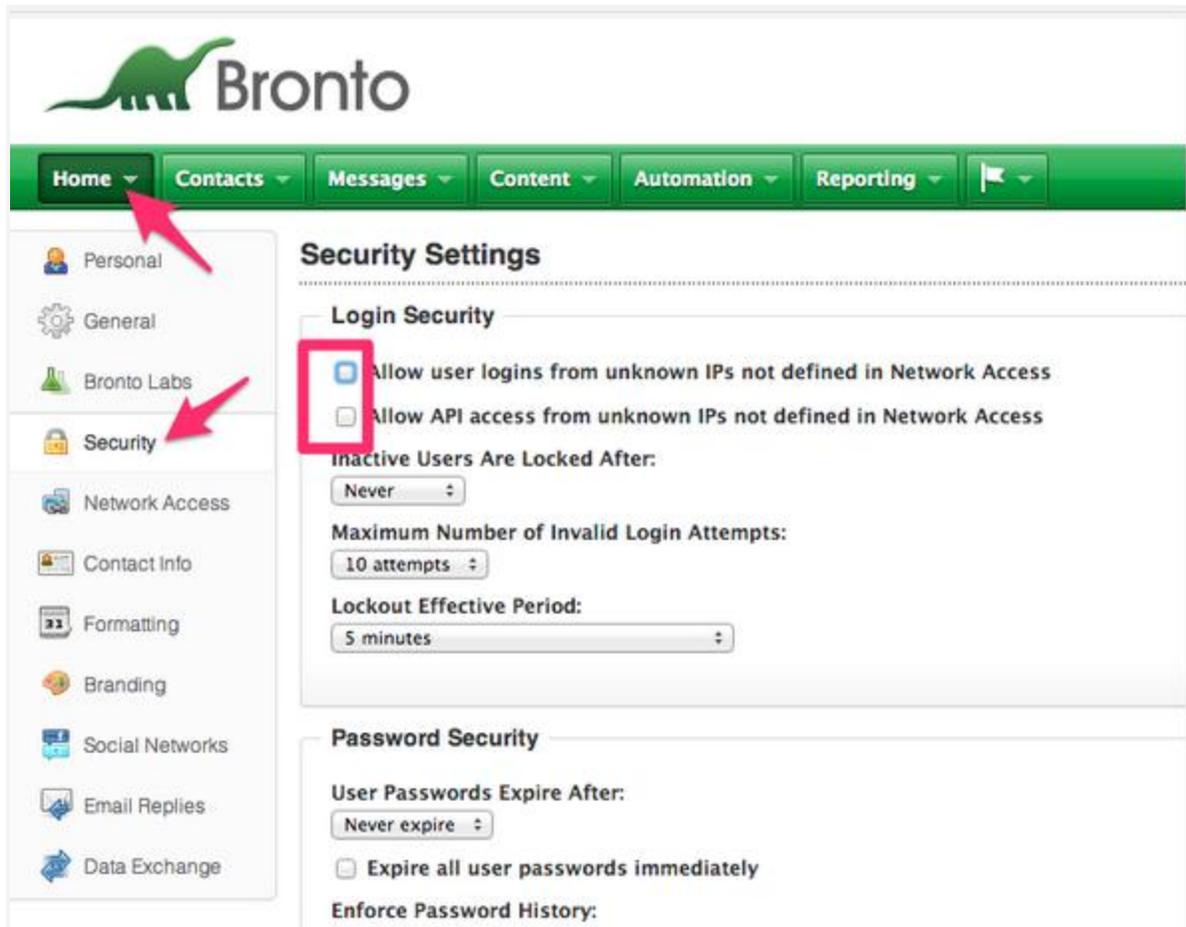
Direct Add

Copy the newly created API Access Token (*B874524B-...* in the screenshot above). You will need it at Step 2.

Step 2: (Optional) White-list the AgilOne IPs

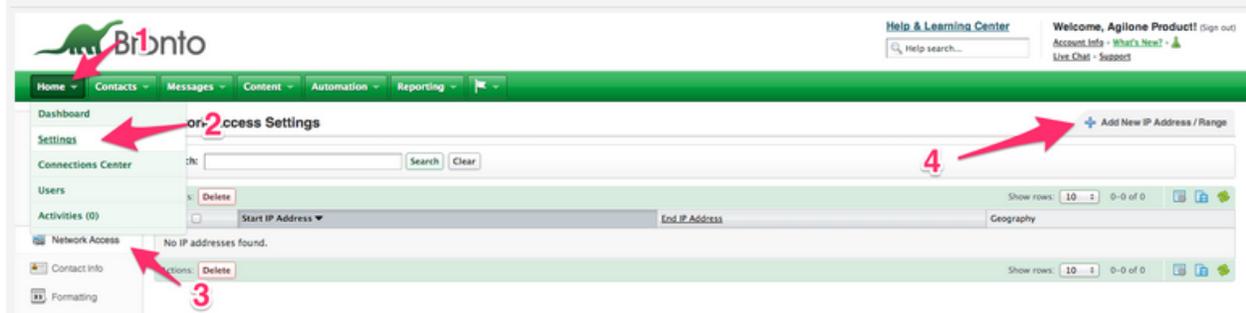
If you have turned on IP **Login Security** in your Bronto **Security Settings**, you will need to whitelist the AgilOne IPs

If you're not sure, in Bronto, go to **Home, Settings, Security** and check if the boxes are checked. If they are unchecked, you will need to whitelist our IPs. If in doubt (or if you think you will turn on this feature later), please whitelist the AgilOne IPs.



To whitelist the AgilOne IPs, please follow these steps:

Go to **Home**, **Settings**, **Network Access** and click on **Add New IP / Address Range**



Enter the following IPs:

Starting IP Address / Ending IP Address: 12.251.133.90/ 12.251.133.90

Add / Edit Network Access IP(s)

Starting IP Address:

Ending IP Address:

Starting IP Address / Ending IP Address: 216.35.154.162 / 216.35.154.190

Add / Edit Network Access IP(s)

Starting IP Address:

Ending IP Address:

Once done, the **Network Access Settings** should look like this:

Network Access Settings + Add New IP Address / Range

✓ New Network Access IP address created

Search:

Actions: Show rows: 10 1-2 of 2

Start IP Address	End IP Address	Geography
<input type="checkbox"/> 216.35.154.162	216.35.154.190	Unknown
<input type="checkbox"/> 12.251.133.90	12.251.133.90	Unknown

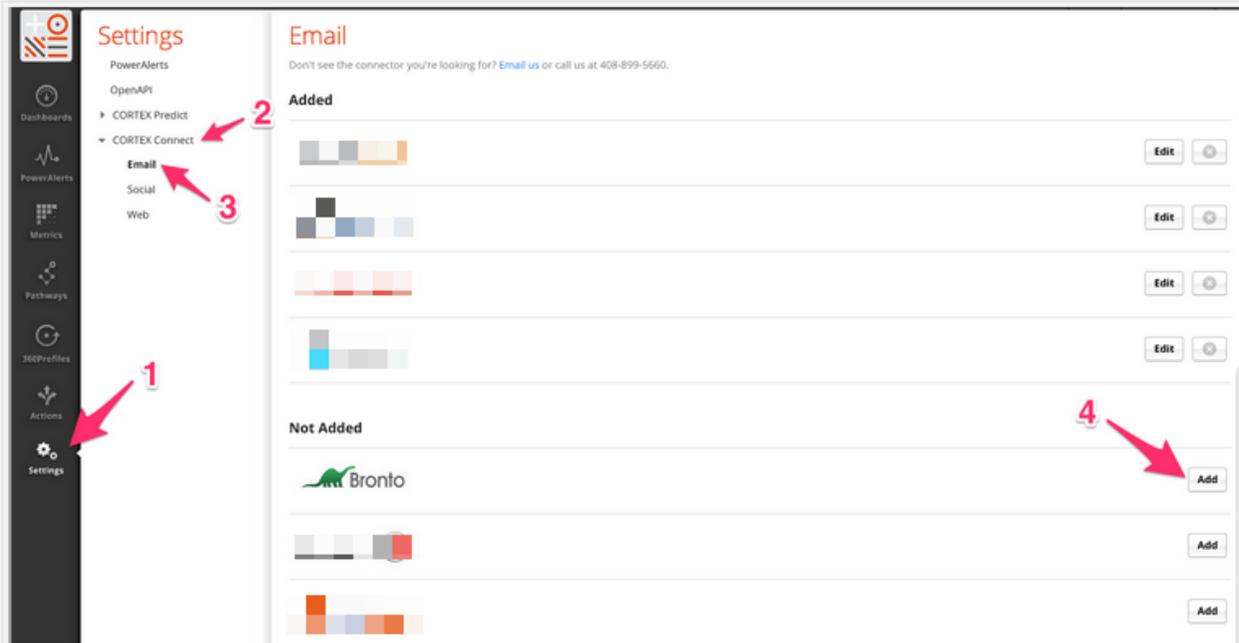
Actions: Show rows: 10 1-2 of 2

and you can proceed on to the next step

Step 3: Connect Bronto to AgilOne

Go to your AgilOne account at app.agilone.com.

In the left navigation, choose **Settings**, then **CORTEX Connect**, then **Email**. Locate Bronto in the list and click on **Add**.



In the new dialog, enter the **API Key** you created at **Step 1**.

Bronto

Having problems with this screen? [Learn how to set up a connector](#)

Account Information

API Key

Save

Click on Save. After checking your API Key, the Bronto connector will now appear in the **Added** section of the Email connector page.

Capabilities

The Bronto connector provides a two-way integration between AgilOne and Bronto.

Pull:

AgilOne will pull daily from Bronto

1. the email address of every Contact in the Bronto Contact table (extra fields such as First Name, Last Name... are not pulled by AgilOne)
2. all email activity (email sends, opens, clicks, forwards, unsubscribes..)

Push:

1. AgilOne can create and update contact fields in Bronto (see supported use cases below)
2. AgilOne can create new lists in Bronto (with pre-defined naming rules)

Limitations

AgilOne does not support pulling custom fields from Bronto.

AgilOne cannot add new contacts in Bronto. The contacts first need to exist in Bronto for AgilOne to update their properties. If you attempt to push to Bronto a list that contains contacts that do not exist there, the push will fail.

There is a limit in the number of fields allowed for each account. If you've reached that limit, pushing new content from AgilOne will not work. You can contact your Bronto account manager to increase this limit (or recycle fields you don't use anymore).

Be aware that the AgilOne connector will need the standard fields (defined within the AgilOne Knowledge Base) to be present for every campaign you run with AgilOne : if any of those fields is missing, the connector will try to recreate it/them automatically. If the number of fields in your list at that time already reached the limit of your account, the connector won't be able to create the missing field(s) and pushing your campaign to Bronto will fail (regardless of the actual number of fields you were trying to push).

Execute your campaigns within Bronto

Step 1 - Login to Bronto

Step 2 - Locate AgilOne Campaign or verify fields updated

If the campaign execution is successful in Actions, you can verify that your data has been successfully updated in Bronto. If you chose the Audience context, you should see a new list in **Contacts > Lists**.

The name of the list will be *AgilOne_CampaignName* (where *CampaignName* is replaced by the name of your campaign in Actions). If the list existed already, its content will be overwritten by the new extract.

If you used Abandoned Cart / Last Browsed Product / Product Recommendations / Offers, or if you appended extra columns to your Audience output, the AgilOne fields for your contact will have been updated.

Click on the List Campaign name and on the next page click View Contacts in the upper right of the page to verify that all data fields associated with the List were updated.

AgilOne standard fields **AgilOne custom fields**

AgilOne standard fields								AgilOne custom fields	
LastProductImage5	OfferCode	OfferName	OfferDescription	OfferURL	OfferImageURL	OfferExtractD	CustomField1	CustomField2	
n/a	79760845	HOTMAIL	MickW	n/a	n/a	n/a	79760845	MickW	
n/a	2094579984	HOTMAIL	vivianC450	n/a	n/a	n/a	2094579984	vivianC450	
n/a	2063856125	HOTMAIL	TracyD1073	n/a	n/a	n/a	2063856125	TracyD1073	
n/a	1006775585	OTHER	TRACEYS171	n/a	n/a	n/a	1006775585	TRACEYS171	
n/a	2065781930	OTHER	pascaleR8	n/a	n/a	n/a	2065781930	pascaleR8	
n/a	2060538322	OTHER	MaxwellC5	n/a	n/a	n/a	2060538322	MaxwellC5	
n/a	1065621529	YAHOO	JudyC4	n/a	n/a	n/a	1065621529	JudyC4	
n/a	2093558128	HOTMAIL	JenniferO2488	n/a	n/a	n/a	2093558128	JenniferO2488	
n/a	2093743381	HOTMAIL	donnaT1240	n/a	n/a	n/a	2093743381	donnaT1240	
n/a	75553737	HOTMAIL	DanielleZ90	n/a	n/a	n/a	75553737	DanielleZ90	
n/a	1015642583	HOTMAIL	DanielleS608	n/a	n/a	n/a	1015642583	DanielleS608	

Step 3 - Executing Campaigns in Bronto

Visit the [Bronto Getting Started Guide](#) or the [Bronto Help Dashboard](#) to learn more about sending one-time campaigns or recurring campaigns, such as an Abandoned Cart.

Supported use cases

AgilOne is pushing 5 different types of data to Bronto. Each of those "context" corresponds to one or several use case and pushes different data to the Email Service Provider.

Context	Use case
Audience	Create a new list and update custom contact fields
Abandoned Cart	Update contact fields to indicate which customers have abandoned cart and the properties of products they've abandoned
Last Browsed Product	Update contact fields to indicate which customers have browsed products recently and which products they browsed
Product Recommendations	Update contact fields to indicate which products are recommended for certain users

Each context, will update different properties in Bronto

Context	Properties updated
Audience	<ul style="list-style-type: none"> • Create a new list in Bronto (with the name AgilOne_CampaignName) or update the list if it already exists • For Enterprise clients: update custom fields passed to the Output Content
Abandoned Cart	<p>Update the following fields for contacts included in your campaign:</p> <ul style="list-style-type: none"> • AbandonedExtractDate • AbandonedProductNameX • AbandonedProductImageX • AbandonedProductLinkX (with X from 1 to 5)

Last Browsed Product	<p>Update the following fields for contacts included in your campaign:</p> <ul style="list-style-type: none">• LastProductExtractDate• LastProductNameX• LastProductImageX• LastProductLinkX <p>(with X from 1 to 5)</p>
Product Recommendations	<p>Update the following fields for contacts included in your campaign:</p> <ul style="list-style-type: none">• RecommendedExtractDate• RecommendedProductNameX• RecommendedProductImageX• RecommendedProductLinkX <p>(with X from 1 to 5)</p>